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FLOWERS AND FOLIAGE PLANTS

PRODUCTION AND SALES,
1965 AND 1966;
INTENTIONS FOR 1967 IN
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLI
- ROSES
- FOLIAGE PLANTS

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CURRENT SERIAL RECORDS

UNITED STATES DEPARTMENT OF AGRICULTURE
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DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of cut flowers, nursery products, bulbs, seeds, and bedding, vegetable, flowering, and foliage plants in one year. Only commercial producers growing any of the four cut flowers -- carnations, chrysanthemums, gladioli, or roses -- potted chrysanthemums or foliage plants are included in this report. All value figures, except for foliage plants, are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Total sales, except for foliage plants, in each State are converted to their equivalent wholesale value using the reported average wholesale prices. Foliage plant sales are on a "net sales" basis and are derived in each State by subtracting the cost of plant materials purchased from other growers from the gross value of sales. The published average price and percent change for intentions are derived from unrounded totals. Sales times average price does not necessarily equal the published wholesale value.

FLOWERS AND FOLIAGE PLANTS

Production and Sales, 1965 and 1966 and Intentions for 1967 in Selected States

Sales of cut carnations, chrysanthemums, gladioli, roses and potted chrysanthemums grown in 1966 in 23 States had an equivalent wholesale value of \$157.7 million according to the Crop Reporting Board of the United States Department of Agriculture. In addition, foliage plant net sales in these same 23 States was \$24.8 million. Sales of the four cut flowers in 11 major States totaled \$122.4 million in 1966, 13 percent above the 1965 sales of the same crops in the 11 States. Nearly all the 11 States show an increase in total value of sales from 1965 for the four cut flowers.

The wholesale value of sales for each type of flower for the 23 States was: cut carnations, \$37.8 million; cut chrysanthemums, \$45.2 million; cut gladioli, \$18.7 million; cut roses, \$39.9 million; and potted chrysanthemums, \$16.0 million. For the 11 comparable States, value of sales in 1966 of cut carnations was up 14 percent, cut chrysanthemums up 11 percent, cut gladioli up 18 percent and cut roses up 13 percent from 1965. Additional States included in the survey for 1966 are: Connecticut, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Delaware, Maryland, Tennessee, Texas, Washington and Oregon. Potted chrysanthemums and foliage plants are also included in this report for the first time.

California continues to be the leading producer of carnations, standard chrysanthemums and roses, while Florida is the leading producer of pompon chrysanthemums and gladioli. For the two new commodities, California produces the most potted chrysanthemums and Florida the most foliage plants. Based on the wholesale value of the four cut flowers and potted chrysanthemums, California ranks the first with \$38.4 million followed by Florida with \$22.6 and Pennsylvania with \$12.4 million. Based on the net value of sales for foliage plants, Florida leads with \$12.7 million, followed by California with \$3.2 million, Ohio with \$1.5 and New Jersey with \$1.2 million.

CARNATIONS

Growers plan only a slight increase in the number of carnation plants in production in 1967. Of the 23 States in the survey only 9 intend to have more plants in production in 1967. California, the leading producing State, expects a one percent decline in plants in production, while Colorado growers continue to expand and expect to have 7 percent more plants producing in 1967. The third largest producing State is Massachusetts and the growers there expect to reduce their plantings by one percent.

In 1966, growers in the 23 States sold 533.9 million blooms from 53.0 million plants. For the 11 States in the survey both years, 494.4 million blooms were sold in 1966, up 13 percent from the previous year. California was the leading producer with 244.4 million blooms sold and accounted for 46 percent of the 23 State total. Colorado, with 21 percent of the total, ranked second with 109.5 million blooms. These two States accounted for more than two-thirds of the carnations sold in the 23 States covered by this survey. Massachusetts with 38.2 million blooms sold and Pennsylvania 34.3 sold ranked third and fourth, respectively, and together accounted for about 14 percent of the total. The 1966 value of sales in all 23 States was \$37.8 million and the average price was 7.1 cents per bloom.

STANDARD CHRYSANTHEMUMS

A 7-percent increase in the number of standard chrysanthemum plants in production is indicated for 1967. Of the 23 States in survey, only 8 do not expect increases for next year. The greatest increase is expected in California where the number of plants is expected to go up 3.8 million. Percentage wise, the expected increase is larger in Florida and North Carolina but the increase amounts to only 2.0 million and 644,000 plants respectively. In 1966, growers sold 133.3 million blooms for 105.4 million plants. Ninety-one percent of the sales were sold wholesale. California ranked first in sales with 61.7 million blooms or 46 percent of the total for the 23 States, followed by Ohio with 12.4 million blooms (9 percent); Florida, 9.3 million (7 percent); and Pennsylvania with 7.1 million (5 percent). These four States accounted for about two-thirds of the sales in the 23 States.

The wholesale value of all sales was \$23.2 for the 23 States in 1966. In the 11 comparable States the wholesale value was \$19.4 million up 11 percent from 1965. The average price for the 11 States was 16.6 cents per bloom compared with 16.8 cents in 1965. In the 23 States the price averaged 17.4 cents per bloom.

POMPON CHRYSANTHEMUMS

Growers in the 23 States indicated a 7-percent decrease in the number of pompon plants in production for 1967. Only eight of the 23 States indicate an increase for 1967, but this is more than offset by anticipated decreases in most of the other States. Most of the decrease is accounted for by Florida growers with an expected drop of nearly 7.7 million plants or 12 percent less than in 1966.

Sales during 1966 for the 23 States totaled 28.3 million bunches from 122.1 million plants. For the 11 States that are included for both 1965 and 1966 the sales totaled 25.9 million bunches, up 9 percent from 1965. Florida continues to be the leading producer with 11.5 million bunches sold or 41 percent of the 23 State total. California was second with 6.1 million bunches (21 percent); Pennsylvania third with 2.1 million bunches (7 percent); and Ohio fourth with 1.2 million (4 percent). These four States accounted for about 74 percent of the total 1966 sales. Of the 28.3 million bunches sold, 91 percent were sold at wholesale.

The value of sales for 23 States was \$22.0 million. In the 11 States the value of sales totaled \$19.4 million up 12 percent from 1965. The price per bunch was up 2 cents from 1965 to 75 cents in 1966.

GLADIOLI

Gladioli growers in the 23 States intend to have about the same number of acres in production in 1967 as in 1966. Florida and North Carolina growers expect to increase their acreage slightly and California growers are expecting a moderate increase in their acreage. However, these increases are more than offset by some fairly sharp decreases in some of the other major producing States.

In 1966, growers sold 28.5 million dozen spikes from 13,345 acres. For the 11 States which are comparable for both years, there were 27.5 million dozen spikes sold from 12,565 acres, up 7 percent from the sales in 1965. Florida was the leading State with 7,935 acres and 17.4 million dozen spikes sold. This represents a ten percent increase in sales and accounts for 61 percent of the 23 State total. California was second with 3.8 million dozen (13 percent of the total) followed by North Carolina with

2.8 million dozen (10 percent) and New Jersey with 1.6 million dozen (6 percent). These four States account for 90 percent of the 23 State total sales. Wholesale sales made up 97 percent of the total sales the same as the previous year.

The total value of sales was \$18.7 million dollars for the 23 States and the average price per dozen spikes was 66 cents. In the 11 States the wholesale value of all sales was \$18.1 million up 18 percent from the previous year. The average price for 11 States rose from 59 cents per dozen in 1965 to 66 cents in 1966.

ROSES

Rose growers plan a 4-percent increase in the number of plants in production in 1967. New York and Illinois are the only States where growers plan to have fewer plants in production in 1967. In 1966 there were 356.5 million blooms sold in all 23 States. Sales in the 11 comparable States totaled 290.2 million, 5 percent more than in 1965. California growers sold 106.5 million blooms or 30 percent of the 23 State total. The second most important State was Pennsylvania with 41.9 million blooms sold or 12 percent of the total. New York ranked third with 32.3 million and Illinois fourth with 31.4 million each accounting for about 9 percent of the total sales.

The value of sales for roses was \$39.9 million and the average price per bloom was 11.2 cents. For the 11 States the value of sales was \$31.5 million up 13 percent from the previous year. The average price in these States was up .7 cent from 1965.

POTTED CHRYSANTHEMUMS

Potted chrysanthemum growers intend to expand the number of pots in production by 6 percent in 1967. Only New York, New Jersey, and Wisconsin expect to grow fewer potted chrysanthemums in 1967. A total of 11.2 million pots were sold in 1966 and 91 percent of these were sold at wholesale. The average price was \$1.43 per pot and the total value sales at wholesale prices was nearly \$16.0 million. California was the leading grower with 1.7 million potted chrysanthemums sold, followed by Florida, Ohio and Texas.

FOLIAGE PLANTS

Foliage plant growers in 23 States had 35.5 million square feet in production in 1966 and intend to have 2 percent more in production in 1967. Florida is the leading grower of foliage plants with 28.9 million square feet in production or 81 percent of the total for the 23 States. California was second with 2.2 million and Texas third with 1.4 million. These 3 States accounted for 92 percent of the total area in production. Only 7 of the 23 States expect a decrease in area in 1967. The net value of sales totaled \$24.8 million with Florida accounting for 51 percent of the total or \$12.7 million.

In Florida most of the area in production was in slat houses or temporary plastic houses followed by open area and glass or permanent houses. Texas growers also had most of their area in slat houses or temporary plastic houses but next most important was glass or permanent plastic houses and very little grown out in the open. California growers utilize glass or permanent houses to the greatest extent. Intentions for 1967 are about the same in all three States.

Florida growers use most of their growing area for growing plant stock, while in Texas and California the largest portion of the area is used for growing finished plants. In Florida, the second most important utilization of area is for growing finished plants, while in California it was growing plant stock. The balance of the growing area in Texas is about evenly divided between growing rooted cuttings and growing plant stock.

Table 1.--Carnations, Chrysanthemums, Gladioli, Roses and Foliage Plants:
Gross wholesale value of sales, 1965 and 1966 in selected States

State	Gross wholesale value of sales 1/						
	Carnations		Chrysanthemums				
			Standard		Pompon		Potted
	1965	1966	1965	1966	1965	1966	1966
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Massachusetts ..	2,849	3,100	740	849	661	625	367
New York:							
Upstate	448	419	846	888	785	884	601
Long Island ..	865	909	614	723	499	526	240
New Jersey	786	805	643	662	577	495	334
Pennsylvania ...	3,159	3,074	1,703	1,625	1,744	1,765	582
Ohio	1,603	1,631	2,717	2,694	1,260	1,175	1,223
Indiana	524	467	938	867	444	467	503
Illinois	825	778	1,125	1,059	749	717	868
North Carolina .	697	762	904	974	653	878	1,161
Florida	4/	4/	959	1,441	6,965	8,094	1,132
Colorado	7,723	8,794	86	117	143	177	280
California	10,498	13,302	6,195	7,509	2,907	3,589	2,033
11 States	29,977	34,041	17,470	19,408	17,387	19,392	9,324
Connecticut	---	1,070	---	421	---	403	348
Michigan	---	215	---	248	---	256	846
Wisconsin	---	346	---	433	---	317	866
Minnesota	---	218	---	300	---	390	552
Iowa	---	162	---	235	---	296	658
Missouri	---	497	---	842	---	280	586
Delaware	---	33	---	34	---	39	19
Maryland	---	426	---	489	---	323	292
Tennessee	---	4/ 598	---	347	---	20	386
Texas	---	16	---	220	---	36	1,195
Washington	---	83	---	158	---	136	468
Oregon	---	110	---	50	---	114	432
23 States	---	37,815	---	23,185	---	22,002	15,972

Table 1.--Carnations, Chrysanthemums, Gladioli, Roses and Foliage Plants:
Gross wholesale value of sales, 1965 and 1966,
in selected States--Con.

State	Gross wholesale value of sales 1/						Foliage plants 2/
	Gladioli		Roses		Total (4 flowers)		
	1965	1966	1965	1966	1965	1966 3/	1966
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Massachusetts ..	53	58	1,615	2,225	5,918	7,224	458
New York:							
Upstate	342	249	1,866	2,148	4,287	5,189	514
Long Island ..	8	6	1,444	1,763	3,430	4,167	787
New Jersey	1,026	1,084	1,110	1,276	4,142	4,656	1,158
Pennsylvania ...	116	125	4,752	5,213	11,474	12,384	919
Ohio	164	152	1,322	1,451	7,066	8,326	1,511
Indiana	56	111	3,753	3,586	5,715	6,001	226
Illinois	440	477	3,320	3,369	6,459	7,268	356
North Carolina .	1,433	1,714	147	225	3,834	5,714	34
Florida	9,427	11,482	342	439	17,693	22,588	12,654
Colorado	13	31	401	478	8,366	9,877	82
California	2,236	2,613	7,890	9,327	29,726	38,373	3,167
11 States	15,314	18,102	27,962	31,500	108,110	131,767	21,866
Connecticut	---	34	---	2,126	---	4,402	241
Michigan	---	276	---	1,453	---	3,294	684
Wisconsin	---	28	---	530	---	2,520	54
Minnesota	---	55	---	961	---	2,476	237
Iowa	---	54	---	533	---	1,938	49
Missouri	---	4	---	480	---	2,689	115
Delaware	---	5/	---	6/	---	125	5/
Maryland	---	102	---	183	---	1,815	349
Tennessee	---	6/	---	599	---	1,950	39
Texas	---	27	---	8	---	1,502	851
Washington	---	28	---	455	---	1,328	261
Oregon	---	36	---	1,115	---	1,857	91
23 States	---	18,746	---	39,943	---	157,663	24,837

1/ Equivalent wholesale value of all sales. 2/ Net value of sales. 3/ Includes potted chrysanthemums for 1966. 4/ Florida not published in 1965, and combined with Tennessee in 1966 to avoid disclosure of individual operations. 5/ Delaware combined with Maryland to avoid disclosure of individual operations. 6/ Production negligible.

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States

State	Producers		Plants in production			
	1965	1966	1965	1966	Intended 1967	1967 as percent of 1966
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts ..	158	150	4,831	4,939	4,869	99
New York:						
Upstate	155	162	711	690	615	89
Long Island ..	64	63	1,646	1,602	1,446	90
New Jersey	138	133	1,337	1,313	1,347	103
Pennsylvania ...	324	297	4,421	4,149	4,115	99
Ohio	268	260	2,033	2,038	2,036	100
Indiana	101	91	631	540	537	99
Illinois	137	108	1,482	1,229	1,192	97
North Carolina .	35	40	1,019	1,034	1,322	128
Florida 2/	---	---	---	---	---	---
Colorado	141	149	8,619	9,954	10,630	107
California	188	232	16,333	20,259	20,014	99
11 States 2/ .	1,709	1,685	43,063	47,747	48,123	101
Connecticut	---	70	---	1,121	937	84
Michigan	---	54	---	283	285	101
Wisconsin	---	89	---	368	340	92
Minnesota	---	62	---	260	239	92
Iowa	---	52	---	156	161	103
Missouri	---	49	---	905	984	109
Delaware	---	8	---	37	37	100
Maryland	---	31	---	490	486	99
Tennessee 2/ ...	---	9	---	1,121	1,123	100
Texas	---	8	---	47	43	91
Washington	---	20	---	89	87	98
Oregon	---	20	---	131	145	111
23 States	---	2,157	---	52,755	52,990	100

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States--Con.

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1965	1966	1965	1966	1965	1966	1965	1966
	1,000 blooms	1,000 blooms	Percent	Percent	Cents	Cents	1,000 dollars	1,000 dollars
Massachusetts ..	37,180	38,225	91	92	7.7	8.1	2,849	3,100
New York:								
Upstate	6,233	5,262	67	62	7.2	8.0	448	419
Long Island ..	13,317	12,547	91	90	6.5	7.3	865	909
New Jersey	10,037	10,082	77	80	7.8	8.0	786	805
Pennsylvania ...	36,785	34,253	87	88	8.6	9.0	3,159	3,074
Ohio	16,629	17,364	75	79	9.6	9.4	1,603	1,631
Indiana	4,861	3,892	75	71	10.8	12.0	524	467
Illinois	11,878	10,296	86	84	7.0	7.6	825	778
North Carolina .	7,767	8,636	92	89	9.0	8.8	697	762
Florida 2/	---	---	---	---	---	---	---	---
Colorado	96,042	109,493	97	99	8.0	8.0	7,723	8,794
California	198,460	244,399	99	99	5.3	5.4	10,498	13,302
11 States 2/ .	439,189	494,449	94	95	6.8	6.9	29,977	34,041
Connecticut	---	10,931	---	79	---	9.8	---	1,070
Michigan	---	1,955	---	57	---	11.0	---	215
Wisconsin	---	3,106	---	76	---	11.1	---	346
Minnesota	---	1,946	---	60	---	11.2	---	218
Iowa	---	1,374	---	53	---	11.8	---	162
Missouri	---	5,236	---	75	---	9.5	---	497
Delaware	---	411	---	30	---	7.9	---	33
Maryland	---	4,122	---	77	---	10.3	---	426
Tennessee	---	8,339	---	96	---	7.2	---	598
Texas	---	140	---	4	---	11.2	---	16
Washington	---	745	---	80	---	11.1	---	83
Oregon	---	1,142	---	85	---	9.7	---	110
23 States	---	533,896	---	94	---	7.1	---	37,815

1/ Equivalent wholesale value of all sales. 2/ Florida not published in 1965, and combined with Tennessee in 1966 to avoid disclosure of individual operations.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States

State	Producers		Plants in production			
	1965	1966	1965	1966	Intended 1967	1967 as percent of 1966
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts ..	183	181	3,115	3,239	3,597	111
New York:						
Upstate	268	292	2,813	2,947	2,993	102
Long Island ..	89	90	1,488	1,936	1,984	102
New Jersey	195	204	1,888	1,865	1,866	100
Pennsylvania ...	407	381	5,756	5,670	5,835	103
Ohio	380	361	12,061	12,585	12,594	100
Indiana	165	158	3,411	2,926	3,039	104
Illinois	208	167	4,904	4,564	4,492	98
North Carolina .	61	62	3,260	4,045	4,689	116
Florida	20	26	5,885	8,521	10,522	123
Colorado	20	19	261	317	301	95
California	154	171	34,801	43,056	46,879	109
11 States	2,150	2,112	79,643	91,671	98,791	108
Connecticut	---	96	---	1,323	1,223	92
Michigan	---	100	---	897	928	103
Wisconsin	---	132	---	1,394	1,357	97
Minnesota	---	118	---	1,061	1,022	96
Iowa	---	83	---	629	672	107
Missouri	---	97	---	3,941	3,780	96
Delaware	---	12	---	162	162	100
Maryland	---	56	---	1,478	1,441	97
Tennessee	---	20	---	1,124	1,235	110
Texas	---	33	---	1,023	1,050	103
Washington	---	45	---	508	526	104
Oregon	---	38	---	157	156	99
23 States	---	2,942	---	105,368	112,343	107

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States--Con.

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1965	1966	1965	1966	1965	1966	1965	1966
	1,000 blooms	1,000 blooms	Percent	Percent	Cents	Cents	1,000 dollars	1,000 dollars
Massachusetts ..	3,390	3,440	89	89	21.8	24.7	740	849
New York:								
Upstate	3,616	3,591	75	79	23.4	24.7	846	888
Long Island ..	2,560	2,900	87	89	24.0	24.9	614	723
New Jersey	3,207	3,023	77	78	20.0	21.9	643	662
Pennsylvania ...	7,434	7,062	70	70	22.9	23.0	1,703	1,625
Ohio	13,009	12,410	87	87	20.9	21.7	2,717	2,694
Indiana	3,641	3,255	74	79	25.8	26.7	938	867
Illinois	4,972	4,609	78	80	22.6	23.0	1,125	1,059
North Carolina .	4,927	5,439	88	93	18.4	17.9	904	974
Florida	6,017	9,259	81	98	15.9	15.6	959	1,441
Colorado	345	398	78	70	25.0	29.4	86	117
California	50,904	61,653	100	100	12.2	12.2	6,195	7,509
11 States	104,022	117,039	90	93	16.8	16.6	17,470	19,408
Connecticut	---	1,562	---	74	---	27.0	---	421
Michigan	---	1,047	---	75	---	23.7	---	248
Wisconsin	---	1,411	---	72	---	30.7	---	433
Minnesota	---	1,300	---	57	---	23.1	---	300
Iowa	---	803	---	69	---	29.3	---	235
Missouri	---	3,985	---	84	---	21.1	---	842
Delaware	---	284	---	54	---	12.0	---	34
Maryland	---	1,998	---	84	---	24.5	---	489
Tennessee	---	1,938	---	80	---	17.9	---	347
Texas	---	988	---	89	---	22.2	---	220
Washington	---	701	---	87	---	22.5	---	158
Oregon	---	213	---	62	---	23.6	---	50
23 States	---	133,269	---	91	---	17.4	---	23,185

1/ Equivalent wholesale value for all sales.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States

State	Producers		Plants in production			
	1965	1966	1965	1966	Intended 1967	1967 as percent of 1966
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts ..	233	216	2,268	2,221	2,216	100
New York:						
Upstate	284	309	2,646	2,718	2,384	88
Long Island ..	99	101	1,651	1,641	1,470	90
New Jersey	195	201	1,949	1,773	1,549	87
Pennsylvania ...	386	366	5,755	5,467	5,584	102
Ohio	364	355	5,334	4,704	3,928	84
Indiana	153	142	1,872	1,242	1,231	99
Illinois	213	165	3,460	3,165	2,845	90
North Carolina .	54	47	3,069	6,070	6,094	100
Florida	40	43	51,982	66,105	58,440	88
Colorado	27	26	578	618	663	107
California	148	174	13,952	18,494	19,203	104
11 States	2,196	2,145	94,516	114,218	105,607	92
Connecticut	---	103	---	1,345	1,268	94
Michigan	---	95	---	792	812	103
Wisconsin	---	127	---	893	887	99
Minnesota	---	116	---	1,109	1,091	98
Iowa	---	99	---	662	653	99
Missouri	---	74	---	878	931	106
Delaware	---	12	---	180	180	100
Maryland	---	58	---	805	785	98
Tennessee	---	8	---	58	71	122
Texas	---	16	---	174	148	85
Washington	---	51	---	564	523	93
Oregon	---	44	---	402	495	123
23 States	---	2,948	---	122,080	113,451	93

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States--Con.

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1965	1966	1965	1966	1965	1966	1965	1966
	1,000 bunches	1,000 bunches	Percent	Percent	Dollars	Dollars	1,000 dollars	1,000 dollars
Massachusetts ..	593	579	71	64	1.12	1.08	661	625
New York:								
Upstate	747	839	62	68	1.05	1.06	785	884
Long Island ..	580	614	85	82	.86	.86	499	526
New Jersey	626	577	71	73	.92	.86	577	495
Pennsylvania ...	2,131	2,118	83	81	.82	.83	1,744	1,765
Ohio	1,336	1,245	81	81	.94	.94	1,260	1,175
Indiana	551	389	80	79	.81	1.20	444	467
Illinois	753	733	71	77	1.00	.98	749	717
North Carolina .	821	1,146	97	98	.80	.77	653	878
Florida	10,174	11,479	97	99	.68	.70	6,965	8,094
Colorado	114	147	80	70	1.25	1.20	143	177
California	5,373	6,081	100	100	.54	.59	2,907	3,589
11 States	23,799	25,947	91	93	.73	.75	17,387	19,392
Connecticut	---	322	---	69	---	1.25	---	403
Michigan	---	252	---	62	---	1.02	---	256
Wisconsin	---	263	---	50	---	1.20	---	317
Minnesota	---	369	---	55	---	1.06	---	390
Iowa	---	232	---	63	---	1.28	---	296
Missouri	---	276	---	67	---	1.03	---	285
Delaware	---	59	---	44	---	.67	---	39
Maryland	---	283	---	67	---	1.14	---	323
Tennessee	---	19	---	87	---	1.05	---	20
Texas	---	63	---	56	---	.58	---	36
Washington	---	145	---	88	---	.94	---	136
Oregon	---	102	---	79	---	1.12	---	114
23 States	---	28,332	---	91	---	.78	---	22,007

1/ Equivalent wholesale value for all sales.

Table 5.--Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1965 and 1966, and indicated acres in production, 1967, in selected States

State	Producers		Acres in production			
	1965	1966	1965	1966	Intended 1967	1967 as percent of 1966
	<u>Number</u>	<u>Number</u>	<u>Acres</u>	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>
Massachusetts ..	34	30	58	53	54	102
New York:						
Upstate	57	58	433	311	309	99
Long Island ..	16	14	9	8	6	83
New Jersey	56	50	744	601	548	91
Pennsylvania ...	69	63	111	102	108	106
Ohio	41	35	163	164	158	96
Indiana	23	19	131	167	167	100
Illinois	58	43	1,049	973	897	92
North Carolina .	34	37	1,072	1,268	1,285	101
Florida	25	26	7,489	7,935	7,988	101
Colorado	6	6	10	20	24	119
California	34	27	904	963	1,021	106
11 States	453	408	12,173	12,565	12,565	100
Connecticut	---	17	---	41	27	67
Michigan	---	31	---	422	389	92
Wisconsin	---	20	---	18	18	101
Minnesota	---	27	---	89	95	107
Iowa	---	17	---	64	59	91
Missouri	---	9	---	3	3	100
Delaware 2/	---	---	---	---	---	---
Maryland	---	12	---	49	50	101
Tennessee 3/ ...	---	---	---	---	---	---
Texas	---	10	---	33	37	112
Washington	---	6	---	28	26	91
Oregon	---	14	---	33	31	92
23 States	---	571	---	13,345	13,300	100

Table 5.--Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1965 and 1966, and indicated acres in production, 1967, in selected States--Con.

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1965	1966	1965	1966	1965	1966	1965	1966
	1,000 dozen	1,000 dozen	Percent	Percent	Dollars	Dollars	1,000 dollars	1,000 dollars
Massachusetts ..	66	57	82	86	0.81	1.02	53	58
New York:								
Upstate	693	348	96	89	.49	.72	342	249
Long Island ..	20	12	69	78	.40	.52	8	6
New Jersey	1,716	1,587	98	99	.60	.68	1,026	1,084
Pennsylvania ...	162	144	86	78	.71	.87	116	125
Ohio	254	181	94	93	.64	.84	164	152
Indiana	103	146	93	96	.54	.76	56	111
Illinois	1,014	915	97	99	.43	.52	440	477
North Carolina .	2,391	2,849	89	94	.60	.60	1,433	1,714
Florida	15,871	17,429	98	98	.59	.66	9,427	11,482
Colorado	16	35	91	99	.83	.89	13	31
California	3,456	3,835	100	100	.65	.68	2,236	2,613
11 States	25,762	27,538	97	98	.59	.66	15,314	18,102
Connecticut	---	36	---	92	---	.95	---	34
Michigan	---	444	---	95	---	.62	---	276
Wisconsin	---	57	---	74	---	.49	---	28
Minnesota	---	76	---	76	---	.73	---	55
Iowa	---	48	---	93	---	1.12	---	54
Missouri	---	4	---	67	---	1.11	---	4
Delaware	---	---	---	---	---	---	---	---
Maryland	---	133	---	88	---	.77	---	102
Tennessee	---	---	---	---	---	---	---	---
Texas	---	29	---	99	---	.92	---	27
Washington	---	64	---	98	---	.45	---	28
Oregon	---	35	---	98	---	1.04	---	36
23 States	---	28,464	---	97	---	.66	---	18,746

1/ Equivalent wholesale value for all sales. 2/ Delaware combined with Maryland to avoid disclosure of individual operations. 3/ Production negligible.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States

State	Producers		Plants in production			
	1965	1966	1965	1966	Intended 1967	1967 as percent of 1966
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts ..	15	14	540	655	663	101
New York:						
Upstate	15	19	804	818	814	100
Long Island ..	12	14	673	778	748	96
New Jersey	16	15	461	490	500	102
Pennsylvania ...	39	39	1,755	1,733	1,839	106
Ohio	27	27	492	499	566	113
Indiana	24	22	1,276	1,168	1,172	100
Illinois	28	25	1,374	1,303	1,297	100
North Carolina .	11	14	59	63	65	103
Florida	10	10	199	180	189	105
Colorado	13	16	147	168	227	135
California	41	45	3,770	4,082	4,322	106
11 States	251	260	11,550	11,937	12,402	104
Connecticut	---	6	---	707	768	109
Michigan	---	13	---	534	543	102
Wisconsin	---	10	---	151	167	111
Minnesota	---	22	---	334	337	101
Iowa	---	11	---	220	221	100
Missouri	---	14	---	193	193	100
Delaware 2/	---	---	---	---	---	---
Maryland	---	9	---	72	72	100
Tennessee	---	4	---	173	174	101
Texas	---	5	---	3	3	100
Washington	---	5	---	176	176	100
Oregon	---	8	---	378	393	104
23 States	---	367	---	14,878	15,449	104

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1965 and 1966, and indicated plants in production, 1967, in selected States--Con.

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1965	1966	1965	1966	1965	1966	1965	1966
	1,000 blooms	1,000 blooms	Percent	Percent	Cents	Cents	1,000 dollars	1,000 dollars
Massachusetts ..	14,224	19,839	99	99	11.4	11.2	1,615	2,225
New York:								
Upstate	16,231	16,530	100	99	11.5	13.0	1,866	2,148
Long Island ..	12,645	15,804	99	100	11.4	11.2	1,444	1,763
New Jersey	11,510	11,797	99	90	9.7	10.8	1,110	1,276
Pennsylvania ...	44,482	41,906	98	98	10.7	12.4	4,752	5,213
Ohio	11,129	10,458	89	92	11.9	13.9	1,322	1,451
Indiana	28,461	24,573	98	98	13.2	14.6	3,753	3,586
Illinois	31,961	31,386	98	98	10.4	10.7	3,320	3,369
North Carolina .	1,668	1,897	76	73	8.8	11.9	147	225
Florida	5,870	5,618	95	93	5.8	7.8	342	439
Colorado	3,942	3,862	96	94	10.2	12.4	401	478
California	94,450	106,541	100	100	8.4	8.8	7,890	9,327
11 States	276,573	290,211	98	98	10.1	10.9	27,962	31,500
Connecticut	---	18,603	---	98	---	11.4	---	2,126
Michigan	---	10,231	---	98	---	14.2	---	1,453
Wisconsin	---	3,562	---	98	---	14.9	---	530
Minnesota	---	7,121	---	88	---	13.5	---	961
Iowa	---	3,755	---	91	---	14.2	---	533
Missouri	---	3,811	---	97	---	12.6	---	480
Delaware 2/	---	---	---	---	---	---	---	---
Maryland	---	1,707	---	93	---	10.7	---	183
Tennessee	---	3,172	---	84	---	18.9	---	599
Texas	---	121	---	99	---	6.7	---	8
Washington	---	3,520	---	100	---	12.9	---	455
Oregon	---	10,662	---	91	---	10.5	---	1,115
23 States	---	356,476	---	97	---	11.2	---	39,943

1/ Equivalent wholesale value for all sales. 2/ Production negligible.

Table 7.--Potted Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1966, and indicated pots in production, 1967, in selected States

State	Pro- ducers	Pots in production			Pots sold	Percent of sales at wholesale	Wholesale price	Value of sales at wholesale 1/
	1966	1966	Intended 1967	1967 as percent of 1966	1966	1966	1966	1966
	Number	1,000 pots	1,000 pots	Percent	1,000 pots	Percent	Dollars	1,000 dollars
Massachusetts ..	84	240	271	113	235	85	1.56	367
Connecticut	45	207	229	111	207	91	1.68	348
New York:								
Upstate	180	436	449	103	422	84	1.42	601
Long Island ..	37	170	126	74	148	95	1.62	240
New Jersey	75	229	221	97	215	92	1.55	334
Pennsylvania ...	169	484	529	109	420	81	1.39	582
Ohio	184	979	1,019	104	932	93	1.31	1,223
Indiana	57	306	309	101	288	90	1.74	503
Illinois	65	511	521	102	503	92	1.72	868
Michigan	84	546	625	114	503	90	1.68	846
Wisconsin	76	538	536	100	513	81	1.69	866
Minnesota	83	367	427	116	348	75	1.59	552
Iowa	54	420	443	105	412	90	1.60	658
Missouri	55	460	474	103	361	81	1.62	586
Delaware	6	17	17	100	16	90	1.20	19
Maryland	31	196	207	106	190	94	1.54	292
North Carolina .	39	738	756	102	719	91	1.62	1,161
Florida	6	1,119	1,230	110	1,043	100	1.09	1,132
Tennessee	21	258	272	105	246	83	1.57	386
Texas	69	982	1,132	115	918	93	1.30	1,195
Colorado	20	219	219	100	199	86	1.41	280
Washington	32	333	339	102	323	97	1.45	468
Oregon	19	363	395	109	339	97	1.27	432
California	23	1,730	1,855	107	1,654	97	1.23	2,033
23 States	1,514	11,848	12,601	106	11,154	91	1.43	15,972

1/ Equivalent wholesale value of all sales.

Table 8.--Foliage Plants for Indoor or Patio Use: Number of producers, square feet in production, net value of sales, 1966, and indicated area in production, 1967, in selected States

State	Producers	Square feet in production			Net value of sales ^{1/}	Percent of sales at wholesale
	1966	1966	1967	1967 as percent of 1966	1966	1966
	<u>Number</u>	<u>1,000 square feet</u>	<u>1,000 square feet</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>Percent</u>
Massachusetts ..	35	127	137	108	458	86
Connecticut	33	95	89	94	241	58
New York:						
Upstate	90	249	249	100	514	86
Long Island ..	35	440	446	101	787	96
New Jersey	47	303	305	101	1,158	97
Pennsylvania ...	69	327	325	99	919	82
Ohio	89	362	349	96	1,511	94
Indiana	30	70	70	100	226	90
Illinois	27	96	97	101	356	75
Michigan	33	271	272	100	684	92
Wisconsin	39	54	54	100	54	15
Minnesota	43	72	73	101	237	30
Iowa	25	19	19	100	49	61
Missouri	43	95	94	99	115	50
Delaware ^{2/}	---	---	---	---	---	---
Maryland	21	154	164	106	349	74
North Carolina .	10	16	21	131	34	66
Florida	147	28,872	29,585	102	12,654	98
Tennessee	10	21	21	100	39	88
Texas	103	1,448	1,270	88	851	75
Colorado	9	28	27	96	82	97
Washington	17	118	95	80	261	85
Oregon	20	47	47	100	91	92
California	55	2,182	2,245	103	3,167	89
23 States	1,030	35,466	36,054	102	24,837	91

^{1/} Gross value of sales less cost of plant material purchased from other growers for growing on. ^{2/} Delaware combined with Maryland to avoid disclosure of individual operations.

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Table 9.--Foliage Plants for Indoor or Patio Use: Area ^{1/} used for growing in 1966 and intentions for 1967 by type of area for Florida, Texas and California

State	Type of Area					
	Glass or permanent plastic houses		Slat houses or temporary plastic houses		Open area	
	1966	1967	1966	1967	1966	1967
	- - - - 1,000 square feet - - - -					
Florida	5,323	5,505	13,859	14,280	9,689	9,780
Texas	450	450	912	797	86	23
California	1,314	1,374	516	542	352	329

^{1/} See Table 8, page 19 for total area in production.

Table 10.--Foliage Plants for Indoor or Patio Use: Percent of total area ^{1/} used for growing finished plants, rooted cuttings, and plant stock in 1966 and intentions for 1967, for Florida, Texas and California

State	Percent of total area used for growing					
	Finished plants		Rooted cuttings		Plant stock	
	1966	1967	1966	1967	1966	1967
	- - - - Percent - - - -					
Florida	36	36	20	20	44	44
Texas	62	63	20	18	18	19
California	74	74	6	7	20	19

^{1/} See Table 8, page 19 for total area in production.